

# Exhibit 54



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## NOKIAN TYRES' NORTH AMERICAN FACTORY

### DAYTON, TENNESSEE, USA

 [APPLY FOR JOBS](#)

## NORTH AMERICAN TIRES AT AN AMERICAN TIRE FACTORY

Many people know us as the Finnish inventor of the winter tire, but we're also a growing North American tire manufacturer. We built our \$360 million manufacturing facility in Dayton, Tennessee, USA to serve customers across the United States and Canada. Our first North American tire factory produces car and light truck all season tires and all weather tires tailored to meet the demands of North American drivers, while doubling down on our commitment to safe, sustainable products and processes. We believe that thriving domestic production offers a buffer against global uncertainty, which is why we are continuing to expand our North American tire manufacturing capacity. That includes increased volume of our most popular **all season tires**, the **Nokian Tyres One**, and



production of our newest all weather tire, the Nokian Tyres Remedy WRG5, locally in Tennessee.

## GROWTH IN DAYTON

Our Dayton factory is growing exponentially. After the factory's best year on record in 2022, Nokian Tyres plans to double production there by 2024, crafting as many as four million tires per year in the heart of Southeast Tennessee. To meet this goal, we'll be expanding our top-of-the-line workforce. New employees will receive rigorous training and access to premium facilities, including high-tech production infrastructure, a Wellness Center, and even a sauna.

### EXPLORE OPEN POSITIONS

## TIRES MADE BY AMERICANS, FOR NORTH AMERICAN ROADS

At the Dayton Factory, our dedicated team members craft all season and all weather tires that thrive in all conditions. We believe happy people make premium tires, and our Hakkapeliitta Spirit of entrepreneurship, inventiveness and team spirit guides our work together. Since opening in 2019, we've already won awards for the factory's operations, culture and sustainability. That means career advancement for our team members and safety for North American tire buyers.

## BRINGING SUSTAINABLE SCANDINAVIAN VALUES TO DAYTON

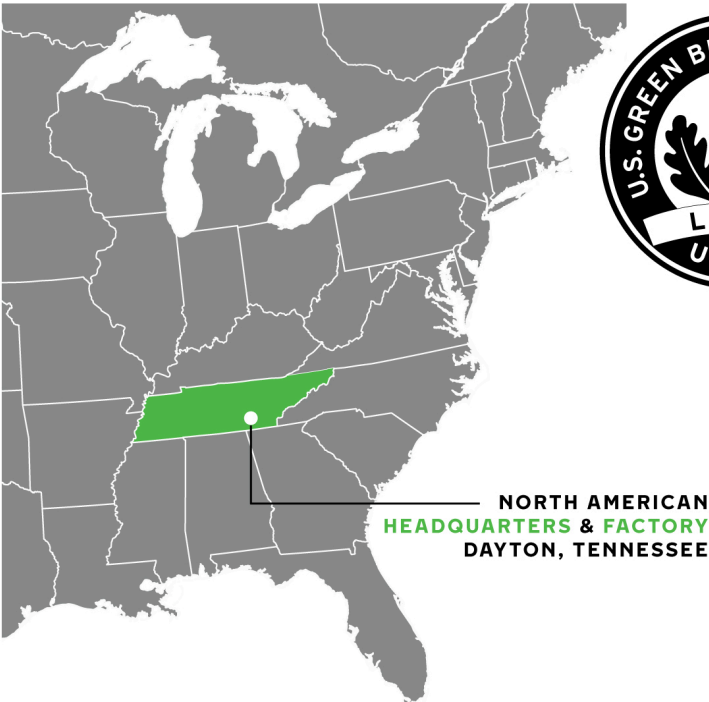
Our North American tire factory was designed on the cutting edge of sustainable innovation. The Dayton Factory is the first tire factory in the world to earn LEED v4 Silver certification - a testament to its low emissions and energy efficiency - and its

administration building earned **LEED v4 Gold certification in 2021**. But state-of-the-art facilities are not the only way we strive to be sustainable. Our tires have low rolling resistance and are free of harmful high-aromatic oils. **Nokian Tyres operates one of the most eco-friendly tire factories in the world in Southeast Tennessee.**

## FIND A TIRE SHOP NEAR YOU

Nokian Tyres’ products are available at retailers throughout North America. Visit our Nokian Tyres dealer locator to find a tire shop near you.

**FIND THE NEAREST TIRE SHOP**



ONE OF THE MOST  
**ECO-FRIENDLY**  
TIRE FACTORIES IN  
THE WORLD

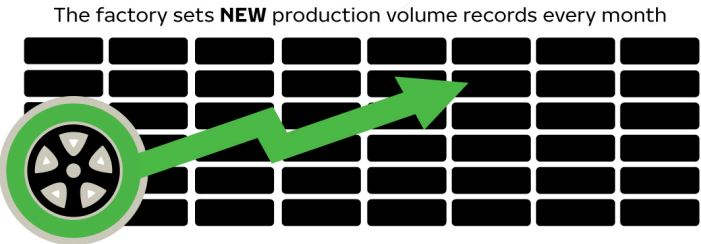
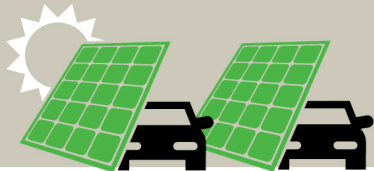
LEED v4 Gold certification of the admin building and  
LEED v4 Silver certification of the production building



We're the **FIRST** tire  
production building  
in the world to achieve  
**LEED Silver**

**3 MEGAWATT-HOUR**

solar array that powers the administration  
building and part of production





TIRES

- Tires for Electric Cars
- Van Tires
- Downloadable Product Guide
- Passenger Cars
- CUV / SUV / Light Truck
- Van / Cargo
- Snow tires
- Winter tires
- Studded tires
- Non-studded tires
- All-season tires
- All-weather tires
- All-terrain tires
- Shop by Vehicle Manufacturer

INNOVATION

- Research and Development
- Testing
- Safety
- Facts About Tires
- Test success

COMPANY

- About Us
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- Nordman

CONTACT INFO

MOST POPULAR TIRE SIZES

- 205/55R16
- 215/70R16
- 225/65R17
- 265/70R16
- 185/65R15
- 265/75R16
- 275/55R20
- 275/60R20
- 275/65R18
- 225/50R17
- Tire size chart

CONSUMER PROMISES

- Tire Registration Form
- Nokian Tyres Satisfaction Guarantee
- Nokian Tyres Pothole Protection Warranty
- Nokian Tyres Limited Warranty

WHERE TO BUY

- Dealer Services
- Nokian Tyres Dealers

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